

Swann Keys Civic Association July 2020 Community Survey Overview

Thank you to all of the residence who took the time to complete the July 2020 Community Survey! We value your input. The survey ran from late July to mid-August with 138 completing the survey online with an additional 10 paper surveys submitted which have been incorporated into the following metrics. While there is always room for improvement the community gave our pool/pavilion area, common area maintenance, office staff and maintenance staff 4+ stars (out of 5) and find the newsletter informative. Some areas the community feels we need improvement are: pool/club house bathrooms (this project is already allotted for in the reserve study), some weekend hours for the office, making newcomers feel more welcome and included and suggestions for future surveys to include additional options to make the survey more personally relevant.

Participation Summary

- 345 viewed the survey online
- 243 started the survey online (606 lots divided by 243 started = 40% start rate)
- 148 completed the survey (138 online + 10 paper copies)
 - 61% completion rate of those who started the survey (148 divided by 243)
 - 24.4% of 606 lot owners completed the survey (148 divided by 606)
- Average time to complete the survey 15 minutes

Some Basics

- 27.5% of respondents have been owners for over 10 years
- Primary property use: 58% part time residence (without rental) and 35% full time residence
- 79% of owners are over the age of 55 (52% 56-70, 27% over 71)
- Communication Preference for Urgent Info: One Call (73%) followed by Text (19%)
- 46% have volunteered in the past, but only 29% indicated they would volunteer in the future. 50.6% responded were undecided if they would volunteer in the future.
- 75% would like to receive copies of the Board of Directors meeting minutes
- 63.7% have seen the President's videos and the majority of the comments reflected they found them informative, eventhough a bit lengthy, but contained good information that made them feel more connected to what is happing in our community.
- The option for residence to attend monthly Board meetings via teleconference appeals to over 65% of respondents
- The community has a strong interest in seeing more detailed financials, particularly with YTD performance compared to budgets for both the Operating Budget and the Reserve Study spending.

Community & Facilities

- Our community and facilities overall scored an average of 3.6 stars (out of 5)
- Water Plant upgrade received a 3.9 overall score water quality, fewer outages and worthwhile investment
- Wide variety of outdoor activity interests: Top 2 scores – Corn Hole & Horseshoes, Bottom 2 scores – Tether Ball & Tennis
- Wide range of interest in community activities. Top 5: Crab Feast, Bingo, Outdoor Family Movie Night, Yoga Classes, Wine Tastings
- Other community interests: indoor gym and happy hours

COVID-19 Related

- 70% of respondents agreed with the delayed open of the pool
- 42.7% believe the additional pool operations costs due to COVID-19 should be paid out of the contingency funds
- 40% of respondents had used the pool during COVID-19 restrictions
- Overall check in process and pool operations received a 4.39 star rating (out of 5)
- 74% of respondents agree that additional COVID-19 related cleaning costs for the large community center room should be the responsibility of the group/club using that portion of the facility.

The Survey Itself

- Over 70% were satisfied or very satisfied with the content of the survey
- 68% were happy with how long it took to complete the survey
- 98% are willing to participate in future surveys.

Once again, thank you all of the community members who participated. Hearing from the community helps guide the Board to fulfill its objective as stated in our Articles of Incorporation “to promote, advance and protect the community interests of the lot owners of Swann Keys”. Your input is truly valuable!

The survey results will be reviewed by each of the committees with regard to their area of responsibility and make recommendations to the Board to address concerns and propose improvements to be included in future budgets.

I appreciate all of the feedback regarding the survey itself and hope to incorporate as many suggestions as possible into future surveys. If you are interested in being involved in developing the content for future surveys, please email me at LoriMonroe@comcast.net to join the survey committee.

Respectfully,
Lori Monroe
Survey Committee Chair
2020/2021 Board of Directors